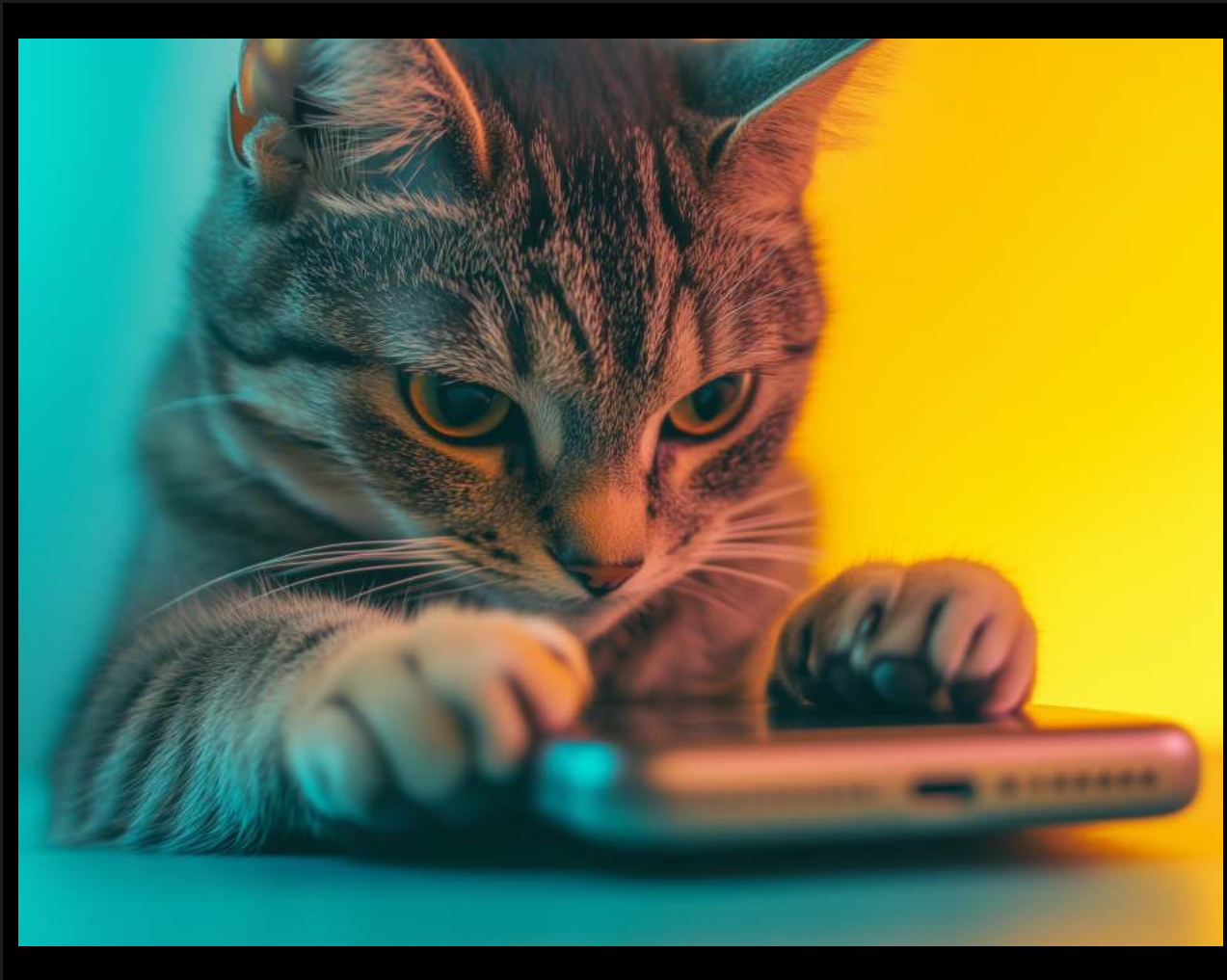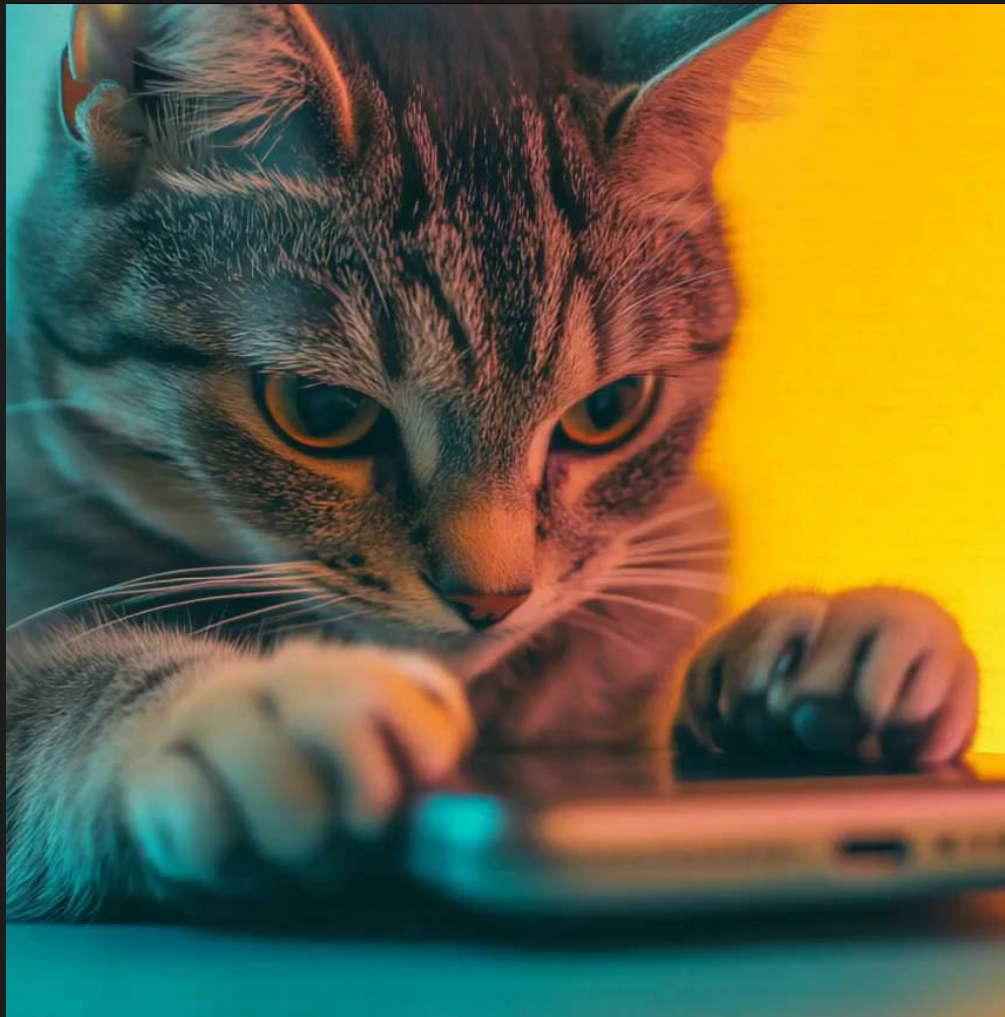NAVCA SESSION

AI & Social Media

Caroline Broadway, Dandelion Applied AI

Getting creative with GenAI

What we'll cover:

How to save time when writing your socials.

Insights on audience targeting and getting the tone of voice right.

Using AI to boost post engagement.

Putting it all together into a content plan

"WOULD YOU TELL ME, PLEASE, WHICH WAY I OUGHT TO GO FROM HERE" - ALICE

The quality of the answer depends on how well you position the question.

Save Time When Writing Your Socials

AI-powered content creation tools can reduce the time spent on creating social media posts by up to 50%
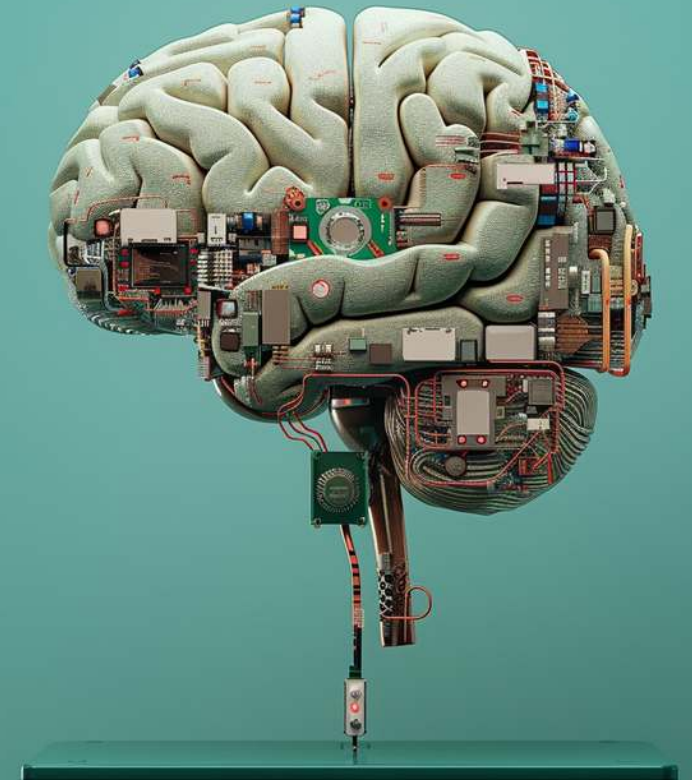
- ## Post to drive traffic to your website
  Create a [LinkedIn] post to drive traffic to [URL]

  Write a [Facebook] post to promote this piece of content [URL]

- ## Promote an event (or event attendance)
  Write a [Facebook and LinkedIn] post to promote my event [URL]

  Write a [Facebook] post to promote my business's presence at an event [URL or event name / details]

- ## Fun or inspirational content
  Create a funny [Facebook] post about [insert topic]

  Write an inspirational social media message about [insert topic] for my audience on [Instagram]

- ## Rewrite or repurpose content
  Review the uploaded content and write social posts for [platform] about [topic]

  Rewrite this [Facebook] post to share it on [LinkedIn] [insert post]

  Proof read this post [insert post]

- ## Write a post to go with an article
  Write a [LinkedIn] post to accompany this article [URL]

Double check content for accuracy, ask for a source of any facts.

Write a [LinkedIn] post to accompany this article [URL]

> "**The content seems generic - it reads like AI wrote it.**"

The voice in your head

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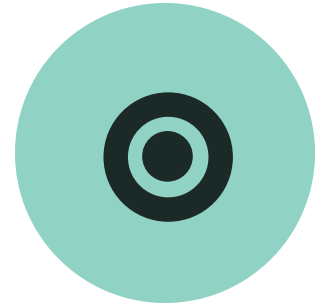# Provide context by giving information about your business

Product / Service

What do you do? What is the USP?

Target Audience

Who your target audience is? What are their pain points?

Objective of the activity

Promote an event? Drive traffic to you website? Grow your audience reach?

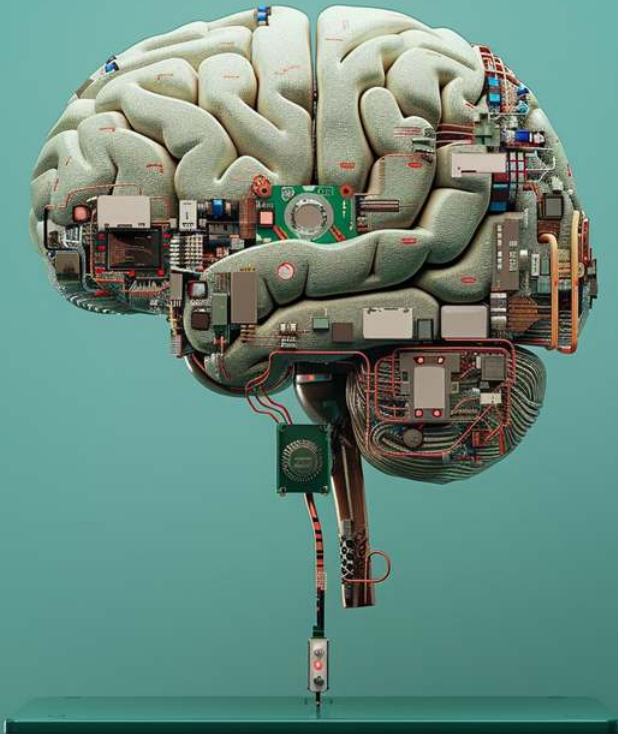Best practice: create and use ideal customer profiles.

TRY IT OUT: PROMPT TWO

Act as a social media expert and review my website to understand the context for my social media activity.

From the site identify: the target audience, our products, what the pain points are for the target audience, what the USP is and key features / benefits of our products. Provide a short summary for me to confirm or amend.

My website is [URL].

NB: if marketing an event update the prompt to specify the event and provide a link to the event page

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Create socials that sound like you / your brand

Train ChatGPT on your tone of voice

Upload a piece of content, use a link to your website or pick a tone of voice you like.

Make sure you specify UK English

Default is US English and even then double check.

Avoid AI buzzwords and phrases

For example: unleash, revolutionize, cutting-edge, transformative, & remarkable.
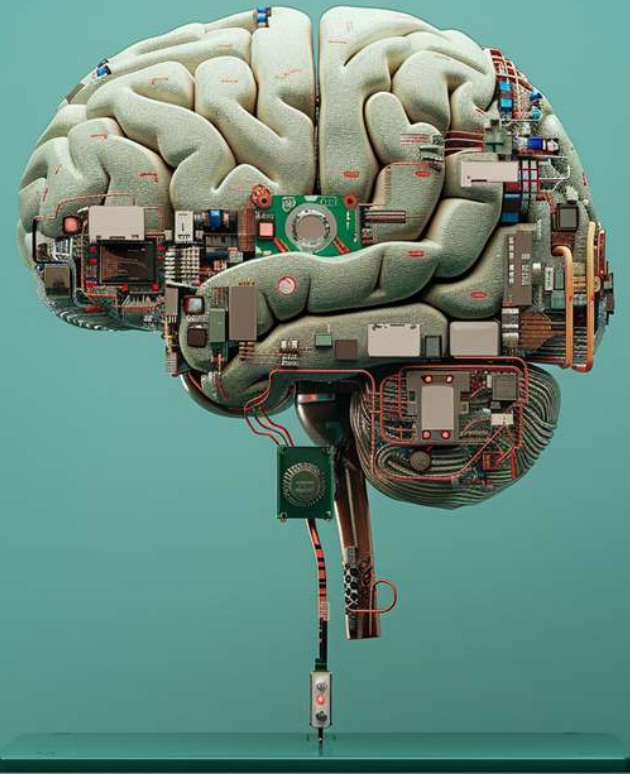
Best practice: create a brand style and always check / edit content.

TRY IT OUT: PROMPT THREE

You are an experienced content marketer. You need to define and document my business's brand voice and how needs to be reflected in content.
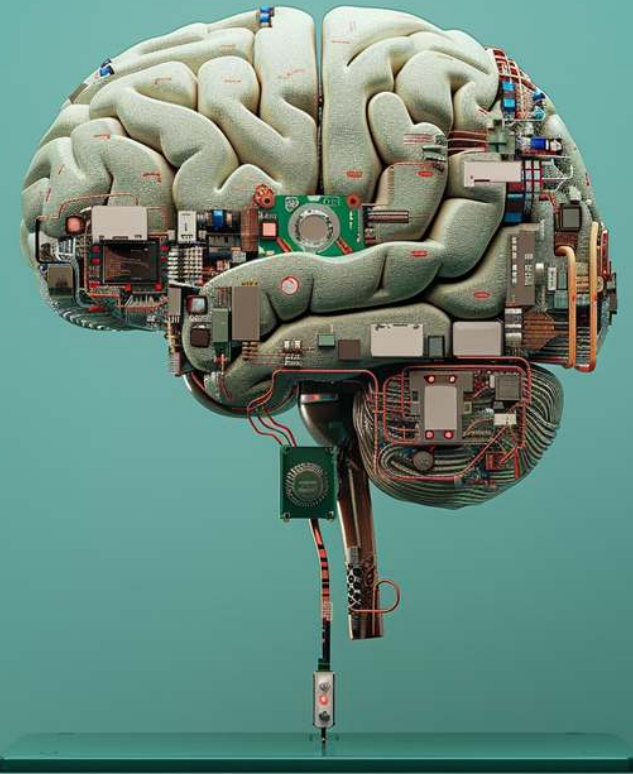
The website is [URL].

Define five key brand voice attributes for the site and put them in a simple table, with the volume columns: voice attribute, attribute definition, do's and don'ts.

TRY IT OUT: PROMPT FOUR

Write a [LinkedIn] post to accompany
this article [URL] for [business name]
target audience and in our brand voice.

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Boosting post engagement

AI-driven social media campaigns can see a 25% increase in engagement rates.

- **User-generated content is 42% more effective than branded content.**
(Source: Nielsen)

  Come up with a social media campaign or post for our followers on [Facebook] to share their content.

- **Asking a question can increase comments by 100%.**
(Source: HubSpot)

  Rewrite this post with a question to increase engagement, [insert post]

- **Posts with at least one hashtag average 12.6% more engagement.**
(Source: Simply Measured)

  Write a [LinkedIn] post to accompany this article [URL]

- **Visual content has 650% higher engagement.**
(Source: Webdam)

  Suggest visual content ideas for [insert details] post that can either be produced internally, by AI or found on a photo library.

- **Interactive content is twice as engaging as static content.**
(Source: Content Marketing Institute)

  Generate ideals for a poll or quiz that will engage our target audience on [Facebook]

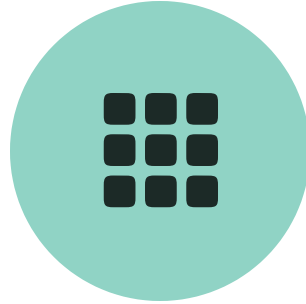- **Use of emojis in a post can in increase engagement by 60%**
(Based on LinkedIn, Source: Inksprout blog)

  Suggest emojis for [insert post]

What works best will depend on your target audience.
AI can advise, then test it on your own channels.

Also important are...

Consistency

One of the most important things to get your content seen is consistent posting. So don't over commit.

Content Pillars

A helpful tip is to have two or three content pillars e.g. testimonial Tuesday, or fun Friday, to help you do it.

Suggest three content pillars for my social media account that will resonate with my target audience, and a posting pattern for my main channels [insert channels]. Think about the choice of content pillars and write a justification before suggesting each pillar. The content should be [add in any details like no videos etc.].
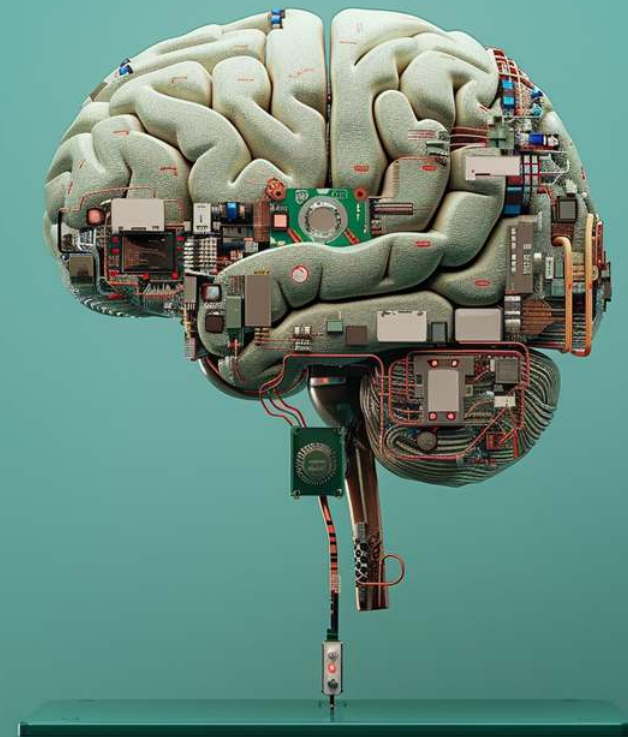
TRY IT OUT: PROMPT FIVE

Create a monthly content calendar of [three] [Facebook] posts and [two] [LinkedIn] posts that follows best practices for [maximum engagement] on that platform.

The posts should showcase the unique value of [Business Name]. The plan should include [content pillars / specific events of themes to promote].

Provide a suggested image for each post in a table format, with columns for post #, post content, and suggested image.
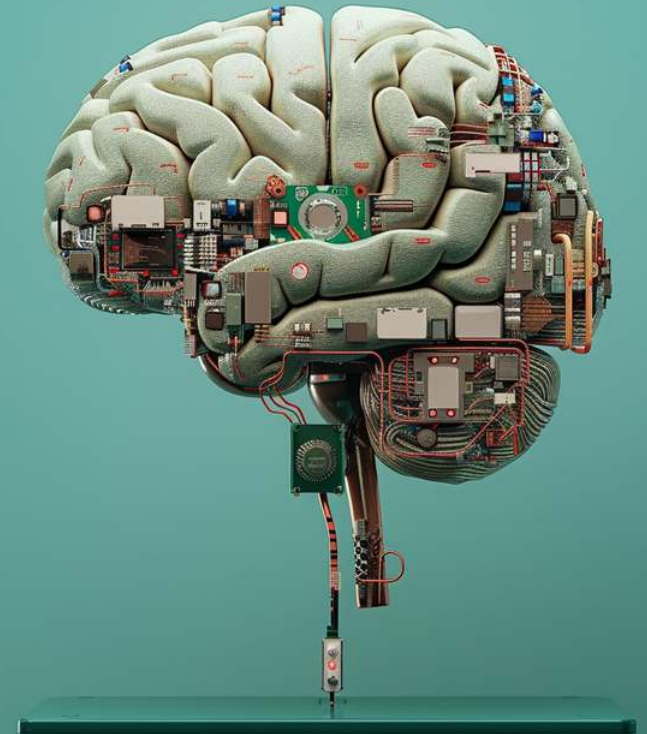
NB: remember all content should be reviewed and checked for accuracy / brand fit. If the content contains facts or stats ask for the source with a link.

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SAVE IT:

Download the content plan
as an Excel spreadsheet.

Create a Word summary document
of the [business name]'s target
audience and brand tone of voice.

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What we've covered today

AI can save up to 50% of your time producing social content.

Context is key for quality outputs relevant to the audience and sounding like you.

Focus on boosting key metrics like engagement.

Where next?

Join our free AI Power Up Programme:

AI Power Up (dandelionai.co.uk)

Book one of our AI training days:

Marketing Foundation (dandelionai.co.uk)

Sign up for our AI insights:

AI Insights (dandelionai.co.uk)

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Any questions